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Big Facts

Culture Index 2023

The logo for StockX, featuring the word "Stock" in a black sans-serif font on a white background, with "X" in a larger, bold black font below it.The StockX logo, with "Stock" in black and "X" in white, all contained within a white diagonal banner.The StockX logo, with "Stock" in black and "X" in white, all contained within a black diagonal banner.The StockX logo, with "Stock" in black and "X" in white, all contained within a yellow diagonal banner.

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Current Culture Index 2023

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Big Facts

Current Culture Index 2023

StockX set new records in 2022 as hundreds of thousands of sellers made their first-ever sale on the platform. This report looks at the products, brands, facts, and figures that defined our marketplace over the last year. We also dig into our predictions for 2023.

StockX's Record-Breaking 2022

Fueled by international growth, category expansion, and strong sneaker sales, StockX achieved new milestones in 2022 and closed the year with record-breaking revenue.

~50%

of trades were from
international sellers
(2022)



Sneakers

The same five names – Nike, Jordan Brand, adidas, New Balance, and Converse – once again held the top five spots on StockX's list of best-selling sneaker brands in 2022. But a new collection of fast-growing brands is looking to challenge these sneaker power players.

Sneakers

Fastest-Growing Brands

Brand	Trade Growth (2022)
SALOMON	2,277%
HOKA	713%
<i>Rich Owens</i>	522%
THE NORTH	338%

Salomon



With a year-over-year trade increase north of 2,000%, Salomon was the fastest-growing sneaker brand on StockX in 2022.

Hoka



Hoka continued on its growth trajectory, seeing 713% growth year-over-year and ranking as the No. 12 top-traded sneaker brand overall on StockX in 2022.

Louis Vuitton

	522%
	338%

*Only brands with at least 200 trades in 2021 were considered

StockX released 03/03/24 with trades up 713% year-over-year, seeing 713% growth year-over-year and ranking as the No. 12 top-traded sneaker brand overall on StockX in 2022.

Louis Vuitton



Though LV (No. 9) didn't make the top five fastest-growing list, the brand did see a 141% trade spike in sneakers in 2022. The increased interest comes as the brand prepares to embark on a new chapter in its creative direction.

2022's Winning Sneakers

Most Trades on Release Week:

Jordan 11 Retro Cherry (2022)



The holiday Jordan 11 drop is one of the most anticipated every year, and 2022 was no different.

Top-Traded Silhouette:

Nike Dunk Low



Dunk mania went mainstream in 2022.

Highest Price Premium:

Nike Air Force 1 Low Off-White Brooklyn



912%

Avg. Price Premium in 2022

Arguably the most publicized sneaker release of the year.

Apparel

2022 brought plenty of movement on StockX's list of top-traded apparel brands. Most notably, Fear of God pushed Supreme out of the top spot for the first time in the platform's history.

Apparel

Top Brands Total Trades (2022)

Rank*	Brand
1 ▲ 1	FEAR OF GOD
2 ▼ 1	Supreme
3 ▲ 2	Nike

Apparel Brands Making Moves



Sp5der ▲28

The young label Sp5der is one to watch, with trades up more than 1,000% year-over-year on StockX.



Moncler ▲33

Moncler turned 70 in 2022, but remained top-of-mind with young consumers thanks to a wide array of brand collaborations.



Moncler turned 70 in 2022, but remained top-of-mind with young consumers thanks to a wide array of brand collaborations.

Aimé Leon Dore ▲ 21

Teaming up with New Balance helped ALD see an apparel sales bump on StockX, with trades jumping 265% year-over-year.

Accessories

For the second year in a row, Supreme and Telfar hold the No. 1 and No. 2 spots on StockX's list of top-traded accessories brands. Below, we look at some of the brands that saw the biggest year-over-year trade growth.

Accessories

Fastest-Growing Brands

Brand	Trade Growth (2022)
swatch+	7,416%
	720%
GALLERY DEPT.	478%
CHANEL	145%
KAWS	81%

*Only brands with at least 200 trades in 2021 were considered



Swatch

Swatch clinched 7,416% trade growth to become the fastest-growing accessories brand on StockX in 2022.



New Era

Collaborations with the likes of Takashi Murakami and Fear of God helped New Era close 2022 with a 720% trade increase.



Gallery Dept.

The Y2K trend isn't over yet. Gallery Dept. saw 478% trade growth in 2022 as demand for the brand's trucker hats soared.

*Only brands with at least 200 trades in 2021 were considered

for the brand's trucker
was carried.

Collectibles & Electronics

LEGO moves up two spots to land at No. 1, and Bearbrick overtakes KAWS to land at No. 2. In the world of electronics, Finalmouse broke into the top five.

Collectibles

Top Brands Total Trades (2022)

Rank*	Brand
1 ▲2	
2	
3 ▼2	 KAWS
4 ▲1	
5 ▼1	

*Symbols indicate YoY change

Electronics

Top Brands Total Trades (2022)

Rank*	Brand
1	
2	
3	
4	
5 ▲2	

*Symbols indicate YoY change

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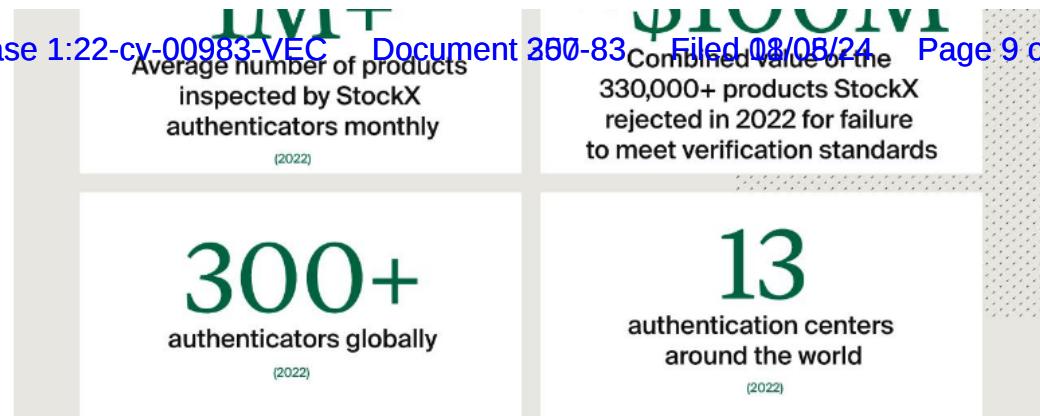
Every item traded on StockX is put through a rigorous process and verified by one of StockX's expert authenticators.

1M+

Average number of products
inspected by StockX
authenticators monthly
(2022)

~\$100M

Combined value of the
330,000+ products StockX
rejected in 2022 for failure
to meet verification standards



A Look Ahead: 2023

Soccer Mania



2022 spurred a soccer revival, sending demand for classic silhouettes like the adidas Samba and adidas Gazelle to dizzying new highs. Searches for Samba and Gazelle on StockX increased by triple digits in 2022, and year-over-year trades shot up 553% and 222% respectively. Meanwhile, labels ranging from Supreme to Palace x Gucci dropped new collections with soccer jerseys, bringing even more attention and energy to the sport. With the Women's World Cup taking place this summer and more exciting releases on the way, we're expecting an even bigger focus on soccer in 2023.



Women-Centered Luxury Collabs

Designer-streetwear collabs have been around for years, but with the introduction of Jacquemus x Nike in 2022, we've ushered in a new era for partnerships.



Late 2000s Runners

Sneaker silhouettes reminiscent of late 2000s runners saw a rise in 2022. And demand for styles like New Balance's 2002R and Asics' GEL Kayano 14 – both originally introduced in 2008 – remains high as we kick off the new year. These sneakers offer comfort without compromising on style, and much-hyped collaborations with the likes of JJJound, Joe Freshgoods, and Salehe Bembury have made new releases that much more appealing.

Outdoor Brands Continue Their Reign

more appealing. Outdoor Brands Continue Their Reign



Gorpcore has moved from microtrend to mainstay, cementing its place in youth culture. Names like Salomon (+2,277%), Arc'teryx (+53%), and The North Face (+133%) are now at the center of the sneaker and streetwear worlds, and we expect 2023 to be another banner year for functional and outdoor-friendly designs.

*Percentages reflect a brand's year-over-year trade growth on StockX, 2022 vs. 2021.

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[New Balance 550](#)
[New Balance 9060](#)
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Nike

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[Nike Dunk](#)
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[Nike Vomero](#)
[Supreme MM6 Maison](#)
[Margiela Box Logo Tee White](#)

Popular Releases

[AJ1 Retro Low OG SP Travis Scott Canary \(Women's\)](#)
[AJ4 Retro Military Blue \(2024\)](#)
[AJ4 Retro Bred Reimagined](#)
[AJ11 Retro Low Space Jam](#)
[AJ Jumpman Jack TR Travis Scott Sail](#)

Apparel

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